

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



In This Issue: "The Ironmaster"—A New Serial—By Alan Sullivan

Providing Greater Value
at Lower Cost



The Ford Plant in 1904.
The Ford Motor Company of Canada, Limited, was organized in 1904. Business was started in a small frame building formerly occupied by a wagon manufacturing concern. There was very little machinery and only 17 men were employed. The first model production was 200 cars.



The First Motor Company of Canada, Limited, is one of the largest industrial organizations in the Dominion. The plant at East Windsor, Ontario, covers many acres and gives employment to thousands of men. Assembly branches are maintained at Montreal, Toronto, Winnipeg and Vancouver, and other branches at Saint John, London, Calgary and Regina. All First cars for the British Empire

Because the automobile is such an important factor in the lives and prosperity of so many people, the purpose of the Ford Motor Company of Canada, Limited, is something more than the mere manufacture of a motor car.

There is no service in simply setting up a machine or a plant and letting it turn out goods. The service extends into every detail of the business—design, production, the wages paid and the selling price. All are a part of the plan.

The Ford Motor Company of Canada, Limited, looks upon itself as charged with making an automobile that will meet the needs of many thousands of motorists throughout the Dominion—and providing it at a low price. That is its mission. That is its duty and its obligation to the public.

The search for better ways of doing things is never-ending. There is ceaseless effort to find new methods and new machines that will save time and time in manufacturing.

other than for Great Britain and Ireland, are made by the Ford Motor Company of Canada, Limited. Affiliated in the world with subsidiaries are the Ford Motor Company of Australia (Pty.) Limited, Ford Manufacturing Company of New Zealand (Pty.) Limited, Ford Motor Company of South Africa, Limited, Ford Motor Company of India, Limited, and the Ford Motor Company of Mexico, Limited.



For more information, contact info@kelly.com

Comment: How the right is put good if the first car will throughout the country. It is made almost entirely in Canada, of Canadian material, by Canadian workers.

In the United States alone, purchased by the Ford Motor Company of Canada, Limited, worth over \$1,000,000 yearly for material and services, including wages. More than \$4,000,000 spent in Ontario. Its revenues in Kentucky: \$7,000,000.

[illegible]

The Ford plants are, in reality, a great educational university, dedicated to the advancement of industry. Many more factories exist to see and share the success story.

The greatest progress comes by never standing still. Today's methods, however successful, can never be taken as wholly right. They represent simply the best efforts of the moment. Tomorrow must bring an improvement in the methods of the day before.

The story of the Ford Motor Company of Canada, Ltd., is the story of greater and greater value at lower price. The first Ford two-door sedan at Canada sold for \$1150. This was in 1914. It now sells for a list price of only \$735, or practically one-half the 1914 figure. Within the past fourteen months, the price of this car has been reduced 38%. Other body types show proportionate decreases.



At the same time, the quality of the Ford has been continuously improved. Large production and Ford methods of manufacturing have made it possible to put more and more value into the car without extra cost to the purchaser.

That the public appreciates the substantial worth of the new Ford is shown by its widening use by people in all walks of life. Today the new Ford leads every other car in Canada by a large and constantly increasing margin.

In many sections between fifty per cent and seventy per cent of all cars sold are Model A's and. Everywhere you hear enthusiastic praise of its alert, capable performance, safety, comfort, reliability, economy, and low life.

Throughout, the new Ford is an example of fine automobile engineering and craftsmanship in volume production—a value for about the price you pay.

FORD MOTOR COMPANY OF CANADA, LIMITED

Wise and Otherwise



—From the *McLure's* to Sam Pines
 (Editor): "Oh, I see! But if a lion, what? My horse don't care him."



(Editor): "You know, Sir, it's the thing of this old village that intrigues me!"
 Sir: "No, Sir, Sir!"

Abdul and Ivan Up to Date—By B. K. Sandwell

On the plains of the West where they
 roamed when for the months of each
 year,
 Death a country cowboy who had con-
 sidered
 himself Abdul Abdul Abdul

On the plains of the East where the
 Chinese men lived
 Of gold, silver and the things of the East
 He was called a man whose name was in the
 East
 As Ivan Ivan Ivan Ivan

Now Abdul had learned to think in words
 more kind
 And he wanted his picture after
 And a new hat which was the very best
 of them
 Of Ivan Ivan Ivan Ivan

It happened one day, as they walked their
 way
 To the place where they sold every
 year,
 That the woman at the store who sold
 nothing but
 Of the work of Abdul Abdul

Said Abdul in words as he stepped in the
 door,
 Of the Chinese woman: "I have
 My million young men you are a little
 like
 With Abdul Abdul Abdul

"And if that should be so, I would have
 you to know
 That your life is worth much more
 a day
 For with this money I will soon make
 a deal
 Of Ivan Ivan Ivan Ivan

"You are selling too cheap what you are
 and you may
 Your own children are
 All this talk of one dollar makes me feel
 the selling
 Of Ivan Ivan Ivan Ivan

"You are really wrong and I'm going to
 go long
 If I have to hang on for a year
 I'll go to the bottom, we'll see how they
 follow,
 And it will be Abdul Abdul"

Said Ivan: "My friend, do these stories
 in the end
 Will make you buy better I fear
 For you may well survive till you are
 dead before
 Me Abdul Abdul Abdul



—From the *McLure's* to Sam Pines
 (Editor): "You know, Sir, it's the thing of this old village that intrigues me!"
 Sir: "No, Sir, Sir!"

"The horse has to report, and we're going
 to all sorts
 And the market will go with it (in
 that all the world has to be the children
 of Man
 And it will be Abdul Abdul Abdul"

Then Ivan gave ground and continued
 some time
 And went for that old (something)
 And with long legs of gold sought to
 beat out the years
 Of Ivan Ivan Ivan Ivan

And Ivan with long legs of "What
 shall we say?"
 Chased millions of men in opinion
 And with strong and powerful legs in
 the end
 Of Ivan Abdul Abdul

Then they fought for many years, and
 had many fights
 And the woman was not able
 from long legs of gold to the side of
 the field
 Between Abdul and Ivan Ivan

And at the time of writing they're still
 fighting
 And what is a long way from that
 When it comes to the end of the road
 And it will be Abdul Abdul Abdul

No Signers: First Layer: "You are
 a man and a conqueror!"
 Second Layer: "You are a man and a
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 Ninety-eighth Layer: "You are a man and a
 conqueror!"
 Ninety-ninth Layer: "You are a man and a
 conqueror!"
 One hundred Layer: "You are a man and a
 conqueror!"

Buy With Confidence

ADVERTISING appearing over the signature of a manufacturer is his hostage to prosperity.

His reputation . . . his business success . . . his profits are at stake.

It is imperative that his products justify his claim and that they represent the best in materials . . . in workmanship . . . in values . . . and in service.

Therefore Advertising is a safe guide to dependability . . . a signpost to quality . . . a guarantee of satisfaction.

Buy with confidence. Ask for advertised brands.

This advertisement was written by
 BERNARD & BLANK, ADVERTISING AGENCY, LIMITED
 Montreal

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 to present a better understanding of the position which educational business journals in the public




 f the 521 important actresses in Hollywood, including all stars, 511 use
 Lux Toilet Soap . . . Radiant stars like Marion Davies  Clara Bow 
 and Janet Gaynor  . . . The Broadway Stage Stars, too, use it . . . Such
 brilliant stars as Marilyn Miller  and Beatrice Lillie  and Adele
 Astaire  . . . And now the Screen Stars of European capitals have adopted
 it . . . Among them, Francesca Bertini  of France, Estelle Brody  of
 England, Lil Dagover  of Germany. Lux Toilet Soap is luxury such as you
 have found only in fine French soaps at 50¢ and \$1.00 the cake . . . now 